

### REMARKS

Initially, Applicant expresses appreciation to the Examiner for the courtesies extended in the recent telephonic interview held with Applicant's representative regarding this case. The amendments and remarks presented herein are generally consistent with those interview discussions. Accordingly, entry of this amendment and reconsideration of the pending claims is respectfully requested.

The Office Action, mailed May 17, 2007, considered and rejected claims 1-25 and 27-36. Claims 28-30 were rejected under 35 U.S.C. § 102(e) as being anticipated by *Thomas* (U.S. Publ. No. 2002/0042920). Claims 31, 32, and 34 were rejected under 35 U.S.C. § 102(e) as being anticipated by *Proehl* (U.S. Patent No. 6,990,676). Claim 35 was rejected under 35 U.S.C. § 103(a) as being unpatentable over *Proehl* in view of *Sai* (U.S. Patent No. 6,822,661). Claims 1, 2, 8-14 and 17-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Proehl* in view of *Young* (U.S. Patent No. 6,498,895). Claim 33 was rejected under 35 U.S.C. § 103(a) as being unpatentable over *Proehl* in view of *Rector, Jr.* (U.S. Publ. No. 2004/0168186). Claim 3-6 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Proehl* in view of *Young* and further in view of *Schein* (U.S. Patent No. 6,002,394). Claims 15 and 16 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Proehl* in view of *Young* and further in view of *Thomas*. Claim 27 was rejected under 35 U.S.C. § 103(a) as being unpatentable over *Proehl* in view of *Young* and further in view of *Rodriguez* (U.S. Publ. No. 2006/0026665).<sup>1</sup>

By this paper, claims 1, 6, 8, 13, 15, 19, 28 and 31 have been amended, claim 11 cancelled, and no claims added. Accordingly, following this paper, claims 1-10, 12-25 and 27-36 remain pending, of which claims 1, 8, 28 and 31 are the only independent claims at issue.

As discussed during the interview, Applicant's claims generally relate to methods and computer program products for providing a user with video content information and supplemental content information about a particular video program. As reflected in claim 1, for example, a processing device receives video content information associated with video programming that is scheduled to be broadcast and displays, at the display device, a first interface image that presents the video content information for a particular video program. The first interface image includes a navigable supplemental content menu that includes multiple links to particular categories of available supplemental content information about the particular video program, such that each link is linked with a separate interface image for a respective category of supplemental content information for the particular video program. In response to user

<sup>1</sup> Although the prior art status of the cited art is not being challenged at this time, Applicant reserves the right to challenge the prior art status of the cited art at any appropriate time, should it arise. Accordingly, any arguments and amendments made herein should not be construed as acquiescing to any prior art status of the cited art.

selection of one of the links from the menu, an appropriate second interface image is displayed which provides the information related to the particular category of supplemental content information, along with search functionality for searching for other video programs.<sup>2</sup>

While the cited references generally deal with systems for receiving programming content, Applicant respectfully submits that, whether considered alone or in combination, the cited references fail to disclose or suggest each and every limitation of the pending claims. For example, among other things, the cited references fail to disclose or suggest an interface image which leads to a second interface image (or to a supplemental content interface image) by including a navigable menu of supplemental content categories, and a supplemental content category page linked to the navigable menu of supplemental content categories which includes a link to search for other video programs, as recited in combination with the other claim elements.

For example, the *Proehl* reference generally describes an integrated DSS/WebTV receiver which is connected to an ISP so as to obtain information related to broadcast programs. In particular, *Proehl* disclose a system in which a graphical user interface (GUI) can be navigated to an EPG which displays a list of programs, as well as information about a selected program. (Col. 14, ll. 31-49; Figs. 13A-B). In particular, when a program is highlighted in the EPG list of programs, a decimated video region displays the selected program or an image related thereto. (Col. 14, ll. 36-38; Figs. 13A-13B). Also displayed is an information region displaying the channel number, channel ID, program name, program rating, and program length of the selected program. (Col. 14, ll. 38-41; Figs. 13A-B). Finally, a display information packet (DIP) region displays detailed information (e.g., story line, actor names, etc.) about the selected program. (Col. 14, ll. 41-43; Figs. 13A-B). As a user uses a remote control to navigate from one program to the next, the information in the DIP region, information region, and decimated video region can change to relate to the next selected program.

When in the EPG screen, a user can select an options key on a separate remote controller, which can display a set of options, including a search icon, a category icon, a calendar icon, and a guide settings icon. (Col. 15, ll. 18-23; Fig. 14). By highlighting these various sections and selecting them, a user can obtain additional, related functionality. (Col. 15, ll. 23-41). For instance, the Search option displays a new page with a keyboard so as to search for a desired program. (Col. 15, ll. 23-27, Col. 16, ll. 8-22; Figs. 17-18). In a similar manner, selection of the Category icon allows a user to filter programs into preselected categories, selection of the Calendar icon generates a calendar screen to display programs based on the day they are displayed, and the guide settings icon allows a user to alter how the EPG screen

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<sup>2</sup> The remaining independent claims recite methods (claims 8 and 31) and computer program products (claim 28) which generally correspond to the method of claim 1. Accordingly, the discussion herein regarding claim 1 is equally applicable to each of the other claims in the application.

operates (e.g., change the number of channels displayed in the EPG channel table.) (Col. 15, ll. 18-65; Col. 16, ll. 29-51). Accordingly, *Proehl* discloses a system in which a GUI displays information about a program (e.g., in the information region and the DIP region), and which provides a menu to find or filter other programs.

In contrast to *Proehl*, the pending claims recite a system in which a first interface image includes a supplemental content information for displaying other information about the selected particular program, and which is not displayed in the first interface image, by using a navigable supplemental content menu which includes links that each lead to different images which contain supplemental content information related to the particular category, let alone accessing the page of supplemental content by selecting an appropriate category from the menu so as to obtain a page which contains supplemental content about the page as well as a link to search for other programs. Specifically, *Proehl* discloses an EPG page which identifies all the available information about a page, but which allows a user to search for other programs. In other words, the EPG page in *Proehl* does not contain links to separate pages with different, additional supplemental information. In short, the GUI in *Proehl* is not navigable to find additional supplemental information about a program, but is merely navigable to find and filter other programs.

*Young* and *Thomas* also fail to remedy the deficiencies in *Proehl*. For instance, *Young* generally discloses a system for scheduling video programming. In one particular aspect, *Young* includes a television schedule grid. (Col. 6, ll. 25-27). Within that grid, when a particular program is selected, additional information, such as a program genre, program description, stars and personalities, year of release, etc. of the program can be displayed in an overlay of the video EPG, and in a manner that minimizes concealment of the EPG. (Col. 6, ll. 25-56). Notably, however, the category of information presented in the overlay is not selected by a viewer, but the viewer is instead presented with whatever information is desired and selected by the broadcaster or provider of programming content. Accordingly, inasmuch as the user has no control over the type of content within the overlay, there would be no reason to provide links to different types of content.

Similar to *Proehl*, *Thomas*, discloses a system in which information about a program can be obtained. In particular, *Thomas* discloses a system in which a main menu is displayed to provide a viewer access to a variety of settings and features for viewing on-demand content. (§ 75; Fig. 5). The main menu display includes various viewer services options, including, options for a personal video recorder, an option to access messages, parental control settings, a favorites option, a program listing option, and a program search option. (§§ 76, 77; Fig. 5). Using the main menu, a viewer may request additional interfaces, such as an EPG, from which the user may identify programs of interest. An interface can then

be called up for such programs of interest to include synopsis information (Fig. 9 and related text), actor interviews (Figs. 11-13 and related text), information on cast members and other films in which the cast was involved (Figs. 11, 14 and 15 and related text), interactive trivia games related to the selected video (Figs. 11, 16 and 17 and related text), music videos (Figs. 11, 18 and 19 and related text), and related links such as links to sites from which a DVD or VHS copy of the video can be purchased (Figs. 19 and 20 and related text).

Accordingly, *Thomas* discloses that various links are included on interfaces displaying information about a particular video; however, a search option is included only in the main menu display, and is not displayed in a second interface image, or supplemental content interface, which is displayed on a page in response to selecting a link for a particular type of information specific to any particular program. In other words, *Thomas*, like *Proehl*, discloses that a search for other programs can be used, but fails to disclose that such a search is available on an interface which displays information about only a particular video program, and only a particular category of supplemental information about that particular video program.

Accordingly, whether *Proehl*, *Young* and *Thomas* are considered individually, or collectively, the cited references fail to disclose or suggest each and every element of the pending claims. For example, the cited references, when combined, disclose, at most, a system in which video programming and video programming information are received and accessible to the user, and in which a user can search for video programming when viewing the video programming information. However, when supplemental pages of information specific to a particular category of supplemental information and specific to a particular video program are displayed, the search functionality in the cited references is conspicuously absent.

In view of the foregoing, Applicant respectfully submits that the other rejections to the claims are now moot and do not, therefore, need to be addressed individually at this time.<sup>3</sup> It will be appreciated, however, that this should not be construed as Applicant acquiescing to any of the purported teachings or assertions made in the last action regarding the cited art or the pending application, including any official notice. Instead, Applicant reserves the right to challenge any of the purported teachings or assertions made in the last action at any appropriate time in the future, should the need arise.

<sup>3</sup> Nevertheless, for the record, Applicant also notes that the cited references clearly fail to disclose or suggest the invention recited in claim 20, in which a video program is automatically recorded in response to viewer selection of a video information select module which enables the viewer to request the first interface image, as recited in combination with the other claim elements. For this teaching, the Examiner cites to the teaching in *Proehl* in which a user can choose to record programming by selecting a "Timer & Record" icon. (Col. 13, ll. 45-56; see also Office Action, p. 9). Notably, however, the "Timer & Record" icon does not, when selected, pull up the first interface image (which the Office Action asserts is the equivalent of the GUI in Figs. 13A and 13B). Furthermore, selecting the "Timer & Record" icon does not automatically record the program being viewed. Indeed, as shown in Figure 11, no program is viewed in the page in which the Timer & Record icon is displayed. Furthermore, even after selection of the Timer & Record icon, a user is merely presented with a new Timer & Record screen that lists programs the user has selected to view or record. The user must then modify those programs, or add new ones, to cause any recording to further occur.

Furthermore, to the extent that the Examiner has relied on any Official Notice, explicitly or implicitly, Applicant specifically requests that the Examiner provide references supporting the teachings officially noticed, as well as the required motivation or suggestion to combine the relied upon notice with the other art of record.

In the event that the Examiner finds remaining impediment to a prompt allowance of this application that may be clarified through a telephone interview, the Examiner is requested to contact the undersigned attorney at (801) 533-9800.

Dated this 16<sup>th</sup> day of July, 2007.

Respectfully submitted,



RICK D. NYDEGGER  
Registration No. 28,651  
JENS C. JENKINS  
Registration No. 44,803  
COLBY C. NUTTALL  
Registration No. 58,146  
Attorneys for Applicant  
Customer No. 047973

RDN:JCJ:CCN::gd  
GD0000002004V001